

## West Lake Community Engagement Quarterly Report

October 2014

As called for by the West Lake Community Engagement (CE) Strategy, this report summarizes the CE activities conducted during the months of July, August, and September 2014. The purpose of this report is to document the CE activities, to capture headlines, and to measure engagement where possible by analyzing markers such as the number of participants at a meeting, number of hits on the website, and the number of comments, likes, and retweets on social media messaging. The information compiled in the quarterly reports will be monitored over the long term, and will help inform decisions about adapting our engagement strategy to maximize impact.

### July 2014 CE Activities

BMAC results rollout – press release, press coverage, Congressional briefings

CAG meeting – EPA OSCs presented BMAC results, STL County EM presented on Contingency Plan

WL Updates – dates issued and topics covered

WL Update – Path Ahead – date issued

Press coverage summary – articles run, headlines, comments

Web postings – documents posted to web, measure engagement

SM posts – number and type of post (FB, twitter), measure engagements

### August 2014 CE Activities

CAG meeting – EPA presentation about BMAC rebuttal and CAG Qs

WL Updates – dates issued and topics covered

WL Update – Path Ahead – date issued

Press coverage summary – articles run, headlines, comments

Media inquiries and responses

Web postings – docs posted, measure engagement

SM posts – number and type of post (FB, twitter), measure engagements

### September 2014 CE Activities

CAG – USACE presentation on Rad Risk 101, first informal availability session following meeting

USACE IB Report Rollout – press release, media interviews, Congressional calls

WL Updates – dates issued and topics covered

WL Update – Path Ahead

Fact Sheet – date distributed and posted to web

Earth City Trustee meeting – attendees, topics, followups

Congressional meeting – attendees, topics, followups

Press coverage – articles run, headlines, comments

Web postings - docs posted, measure engagement

SM posts - – number and type of post (FB, twitter), measure engagements